

Beecham's

GUIDE TO
**HEALTH
&
FITNESS**



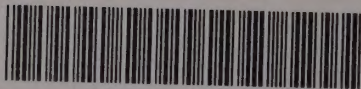
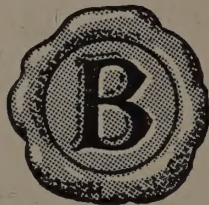
BEECHAMS PILLS LTD. ST. HELENS

INTRODUCTION

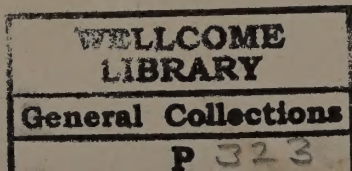
THE nation-wide "KEEP-FIT" movement is at last making people of all ages realise the importance of caring for the body.

It should be the aim of everyone to assist in building up an A.I. Nation—particularly as this is a matter of individual as well as National interest, since only those people who are really fit can properly withstand the strain and stress of modern conditions.

The hints in this booklet, issued by Beechams Pills Limited, will be found helpful towards attaining fitness; but, remember, the system must be properly regulated if this ideal is to be maintained, and there is no better way than—Beechams Pills, famous for over ninety years.



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A GIFT TO HEALTH

And a further aid to Medical Science

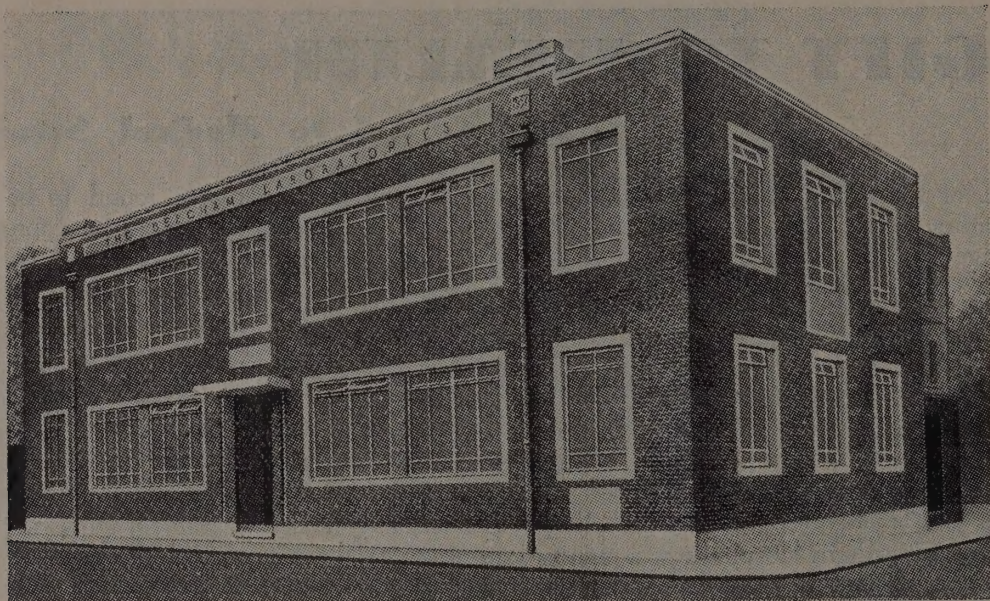
ONE of the most valuable contributions within recent years towards increasing the efficiency of the health of the nation is the Beecham Pathological Laboratory at the Royal Northern Hospital, London, of which H.R.H. the Duke of Gloucester is President.

Presented by Beechams Pills Limited, and opened by H.R.H. the Duchess of Gloucester, on October 26, 1937, it is probably the most up-to-date laboratory of its kind in the country.

The Royal Northern Hospital was a pioneer in the establishment of a really good pathological department, but with modern develop-

ments the department was found to be too small for the work that had to be done and new premises were necessary.

The laboratory is a credit not only to the famous firm whose name it bears but also to the hospital, and as a result of this association with the Royal Northern Hospital, Beechams Pills Limited now have the advantage of the services of the Hospital Pharmacist, Mr. Herbert Skinner, Ph.C., for the purpose of constantly analysing the formulæ of their products, and where necessary, bringing the products up-to-date in accordance with the advancement of medical science.



The Beecham Pathological Laboratory at the Royal
Northern Hospital, London.



H.R.H. the Duchess of Gloucester looking through a microscope during her tour of the Beecham Pathological Laboratory.

THE BEECHAM LABORATORIES

Modern fully equipped Pathological Laboratories

The building, carefully planned for both present needs and future requirements, includes a surgery—an unusual feature in such a building—a bio-chemical room where serological tests are dealt with, and a pharmaceutical department.

The most recent developments in medicine have brought forth drugs that are known to make a direct attack on infecting organisms in the human body, and there is every reason to believe that tremendous progress will be made in this work in the near future. Thus modern pharmacy and bacteriology have come to have closely allied interests.

It is fitting that a department of pharmaceutical research should be established in the

pathological department, that pharmacy may be closely identified with modern progress in the scientific control of disease.

On the first floor is the general laboratory where most of the bacteriological work of the hospital and general investigations are done. In the pathologist's laboratory the detection of cancer is an important feature.

There is also a histology room in which microscopical preparations from tissues are made. Histology is a very important part of the work of the department as it is an essential preliminary to the diagnosis of doubtful cases of cancer, as well as many obscure conditions.

THE DANGERS OF CONSTIPATION

CONSTIPATION is one of the penalties of civilisation, and has been described as the modern plague. It is the source of many of the maladies which afflict mankind.

Headaches, bad breath, furred tongue, lassitude and spotty complexions are some of its minor consequences. Constipation, however, may also cause a series of disturbances in the body that undermine the constitution and make it more liable to contract infections and diseases.

Regular functioning of the bowels is the most important health maxim. An evacuation at least once a day should be aimed at. An action each morning should be habitual; another at night is desirable to rid the body of impurities, and is conducive to healthy sleep.

As a result of intestinal sluggishness germs propagate abundantly, producing poisons

which may be absorbed into the blood-stream. and, by lowering the resistance of the small intestine to infection, may lead to appendicitis

From the small intestine sustaining products of digested food are absorbed into the blood circulation, thus building up the body. When constipated, the poisons produced in the large bowel are carried to the liver which, normally is capable of destroying them, but in the case of chronic constipation, the liver is unequal to the strain.

The poisons then pass into the general circulation and destroy the red blood corpuscles, producing anaemia with its symptoms of pallor, tiredness, headache, breathlessness and weakness.

Neurasthenia or Nerve Weakness may also develop if the nerve cells are being poisoned by impure blood. To enjoy good health, keep the blood pure—avoid constipation.

A CALL TO HEALTH AND FITNESS

Nothing on earth—no Arts, no Gifts,
nor Graces—

No Fame, no Wealth—outweighs the
want of it.

This is the Law which every law
embraces—

Be fit—be fit! In mind and body
be fit!

THESE lines by Rudyard Kipling should be taken to heart by all who desire to be healthy and happy. If you are not healthy you cannot be happy.

Have you ever given a thought to your own state of fitness? When you get up in the morning do you feel really fit to carry out

your daily task, and, when the day's work is done, do you look forward with pleasure to a little recreation? If so you must be in a happy state. If not, it means you are neglecting your body—you are probably not taking sufficient physical exercise, and, at the same time, you are not keeping your system in thoroughly good order. The remedy is to adopt regular habits, otherwise you are likely to develop "that tired feeling"—a sure sign that you are not as fit as you should be.

Illness is not a thing that should be submitted to willingly and blindly. If people obeyed the laws of hygiene, took care of their bodies and observed the simplest rules of health, they would enjoy a much better and a longer life.

HUNDREDS of thousands of men and women are now in training under the National Get-Fit Movement, the aim of which is to turn Great Britain into an A.I. nation by assisting the many voluntary organisations carrying on physical training.

Two-thirds of the nation at present neither plays open-air games nor takes systematic exercise to keep fit, and the national campaign launched by the Premier, Mr. Neville Chamberlain, is to encourage the nation to join in the war against disease and ill-health, and to take full advantage of the available health services.

The dangers of ill-health and how they may be avoided must be brought home to every man, woman and child. The present indifference in regard to the existing health services needs a determined and concentrated crusade. Disease or physical weakness lowers the spirits and undermines the temper.



Out of every hundred persons between the ages of eighteen and fifty, only about four have, in the past, attended classes that have had qualified teachers as tutors. Now the nation is slowly waking up to the importance of physical training, but a lot has yet to be done in this direction.

The new Movement is on an entirely voluntary basis and aims at reviving the spirit of Merry England. There is no intention of it being on Army lines, as is the case in many countries; it will take the form of physical training, games, folk dancing, gymnastics and exercises to music. There will be no hard and fast rules, no compulsion. The facilities will be provided and will be made so attractive that everybody will want to take part.

There will be classes for youth, for those of middle-age, and even classes for old people. Local authorities are to receive financial grants from the Government towards the cost of fully-trained instructors, and thousands of voluntary instructors are now being trained.

Two big, attractive volumes, a red one for youths and men, and a blue one for girls and women, have been issued by the Board of Education under the title of "Recreation and Physical Fitness." They are the first publications of their kind, and contain clear descriptions with photographs and drawings of every current gymnastic system and game.

Hard and jerky exercises are ruled out. Likewise, sequences of "aimless and pernickety movements in which energy is sacrificed to form," and, above all, "dead pauses" and lack of flexibility and enjoyment, are also vetoed.

In the book for boys and men the exercises and games are graded upwards from simple evolutions, requiring no apparatus, to complicated feats of agility and such strenuous activities as cross-country running and wrestling. Ball games, team games, shot-putting, tumbling and boxing are also recommended with the object of building bone and muscle, to expand the chest and to promote

agility, alertness, balance, control, poise and rhythm. Fitness is no mere matter of touching the toes or arms upwards stretching.

In the opinion of Sir Arthur Macnalty, Chief Medical Officer to the Board of Education and the Ministry of Health, one part of the body should never be developed at the expense of another : and the body should never be developed at the expense of the mind and spirit. The Greek ideal was a balanced rhythm of life, a golden mean, and excess, whether of study or gymnastics is disharmony and should be avoided.

While gymnastics are preferred by men, elementary and non-technical exercises make a greater appeal to the large numbers of less fit women who seek recreation at the end of a tiring day. The aim of the women's keep-fit course is to use muscles not already over-worked, to stimulate the vital functions and dissipate mental strain and boredom.



For adolescent girls and women over forty, who, from lack of nutrition or other causes, might be harmed by too great enthusiasm at the beginning, watchful care is urged. There are corrective exercises for tired back, flat feet and many other ailments due to long hours of standing, bending or sitting, such as shop assistants, typists and factory workers have to endure.

Apart from special physical training, walking is one of the finest exercises for man, woman and child. A sharp walk will put vim into you and you will feel much better for it, providing you don't overtire yourself.

Swimming makes a strong appeal to all sections both as an exercise and a pastime. Hiking, cycling, tennis, cricket, running, rounders, net-ball and ballroom dancing can also be recommended as keep-fit pastimes. Camping is another healthy way of finding respite from modern industrial life.





**DULL and
DEPRESSED!**

She always felt down in the dumps—everything was too much trouble. Worst of all, her friends were deserting her! Now, whatever is happening, she's always in the swim, because she has discovered that Beechams Pills keep her system regular and so ensure abounding energy. Try this purely vegetable laxative yourself—get a box to-day. *Sold everywhere—Worth a Guinea a Box.*

**NOW SHE'S IN THE SWIM..after taking
BEECHAMS
PILLS**

BRAND

SIMPLE HOME EXERCISES

EXERCISES should be performed in a well-ventilated space and with great accuracy either immediately before a meal or between one to two hours after. Here are six simple home exercises for men, women and children :

1. **TO STRENGTHEN THE STOMACH MUSCLES :** Stand with feet apart and with hands on hips. Inhaling slowly, bend the trunk and head as far backward as possible, and, exhaling, bring the trunk forward and bend it completely down. 20 times.

2. **FOR EXPANDING THE CHEST :** Extend arms and slowly move them straight forward, upwards and sideways down again so as to describe a circle. Keep head and spinal column quite straight. 8 to 16 times.

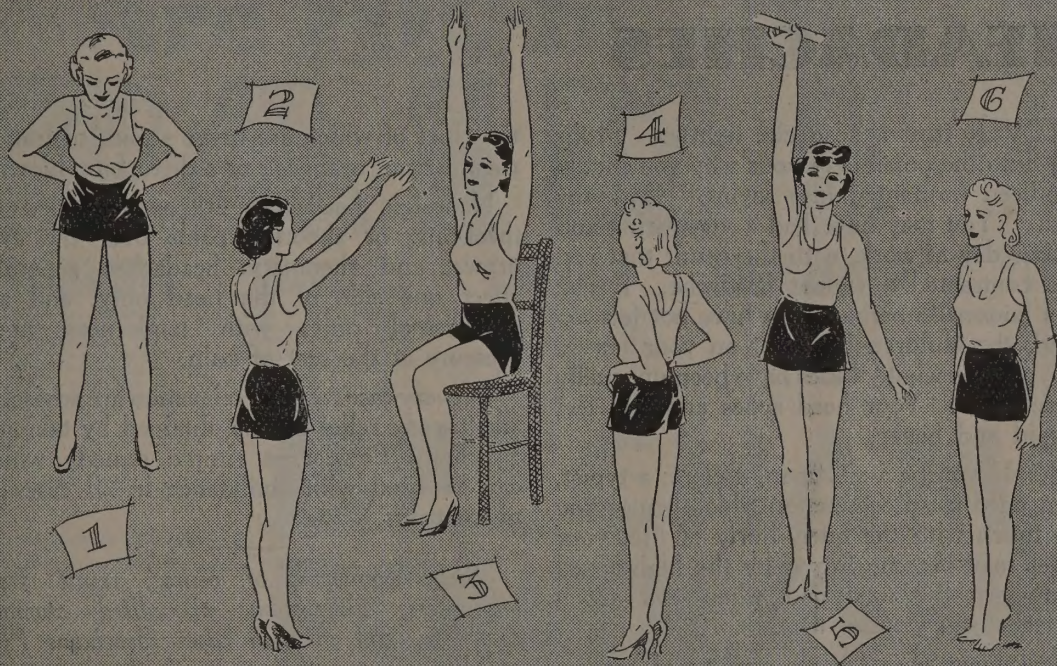
3. **TO STRETCH BACK AND NECK :** Stand (or sit) and raise extended arms upwards until they attain a vertical position above the head, the

hands and fingers being well stretched. Slowly lower arms until they resume previous position.

4. **FOR COUNTERACTING FLATNESS OF CHEST :** Place hands on the hips, with thumbs directed backwards, the other fingers forward and elbows sideways. Then move elbows slowly backwards as far as possible. Allow them to return to commencing position and repeat. 8 to 10 times.

5. **TO STRENGTHEN RESPIRATION AND CIRCULATION :** Stretch one arm upwards. Take hold of a bar or doorpost at arm's length above the head. The free arm performs circling motion as in No. 2. 8 to 16 times.

6. **TO STRENGTHEN MUSCLES OF THE LEGS AND FEET :** Raise heels so as to throw the weight of the body on the toes, then lower the heels and raise the toes, throwing the weight on the heels, and so on. 10 to 12 times.



HEADACHES

NEVER treat a headache lightly. Probe into the possible reasons why you should have been tormented into saying "Oh! my head." You may have had a very tiring and anxious day at work, with the result that you have contracted a violent headache. If you are a housewife perhaps you have not felt too grand, the children have got on your nerves and your household duties have been unusually burdensome. Your head aches and you feel languid and heavy.

Should you be a city man, a clerk, a typist, or engaged in an occupation which brings you into touch with the hurly-burly of life, your nerves may become frayed by the high speed of modern business, and when you get a headache you wonder why.

Headaches arise from a variety of causes,

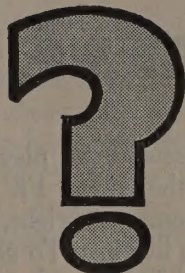
the chief of which are nerve strain, neuralgia, rheumatism, brain-fag or a disturbing blow.

Neuralgic headaches are accompanied by throbbing or shooting pains over the eyebrows, and rheumatic headaches generally affect one side of the head only, and are paroxysmal only, with tenderness upon pressure at the seat of pain.

In every case rest and relaxation are advisable and speedy relief can be obtained by taking a Beechams Powder—a simple remedy which can be used with confidence in all cases of nerve pains.

Sick headaches, of course, result from biliousness, indigestion, or allied stomach disorders, and in such cases Beechams Pills speedily remove the cause of the symptoms.

Are YOU In



HEADACHES

If you've got a blinding headache — 2d. will bring you **RELIEF!** Try the marvellous effect of Beechams Powders! They 'act like magic', soothing away headaches in no time!

NEURALGIA

Like a red hot wire pressing on your nerves! Get rid of the agony now — for 2d! Take Beechams Powders, they stop that nagging agony in no time!

LUMBAGO

When you are doubled up with the back-breaking agony of **LUMBAGO** — when you would give anything for relief—let Beechams Powders bring it you for 2d!

RHEUMATISM

Banish that intense, crippling torture! Beechams Powders will stop it like magic! They cost only 2d. each but are worth their weight in gold to **YOU!**

ACT LIKE MAGIC

Cartons of 8 Powders 1/3.

Single Powders 2d. each.

Not Laxative.

Sold Everywhere.

A Beecham Product.

BEECHAMS

Brand

POWDERS

2^{D.} EACH

HYGIENE IN THE HOME

EVERY housewife can play an important part in the Keep Fit Campaign by making her home a bright, cheerful and healthy place to live in. To urge the importance of physical fitness without also stressing the importance of pleasant and hygienic home surroundings would be pointless. Home environment has a great effect on people, and if the house is run on sound lines the whole family will be healthy and happy. The old adage "There is no place like home" is a truism but a home can be a very dull place unless it is properly managed. It should always be run on the most attractive lines possible, in keeping with the circumstances of the occupiers.

A clean and well kept house is an asset to

the community, but without adequate care and attention to certain essential details there is always the danger of the possible spread of disease because of the germs which so readily propagate. This fact is most important where children are concerned.

Particular attention should be paid to sunlight and ventilation. Sunlight is by far the best health builder there is, and every opportunity should be taken to admit as much sunlight as possible into the home because apart from the important physical benefits it provides, nothing has so great a psychological effect as a bright and airy room. Many people seem to have a great objection to opening windows to allow fresh air to flow freely through the house, but fresh air is

always beneficial so long as you avoid draughts.

In the bedrooms ventilation is an important factor. Fresh air should be allowed to stream into the room through a partly opened window. Poor sleepers may get to sleep very easily in a badly ventilated room, but this is due to the vitiated air having a narcotic effect, and remember, narcotics are always dangerous. Such sleep may be more sound, but it is more enervating.

The kitchen and bathroom, two of the most important apartments in any house ought to receive special attention.

A nice clean bathroom gives you a sense of comfort and induces you to feel fit. The bathrooms in some of the newer houses are so well appointed that they have been described as "Beauty Retreats."

The provision of wholesome food for the family is, of course, the chief duty of the housewife. On her choice depends the health of the household. In these days she cannot go far wrong, because an efficient Health Department keeps a watchful eye upon food supplies, which are regularly inspected. At the same time, attention should be paid to the diet generally, and particularly to the supply of suitably nourishing foods, fresh fruit and vegetables.

It is important too to see that the younger members of the family get a sufficiency of exercise and sleep.

All homes should have a medicine chest or first-aid box, and you cannot do better than include supplies of the Beecham Products advertised in this booklet, which are Family Remedies in the truest sense of the words.

THE IMPORTANCE OF FRESH AIR

FEW people realise how important in the maintenance of their physical wellbeing is a constant supply of fresh air. The very fact of breathing is not the only thing that matters. Once inhaled by the lungs, air is absorbed into the blood stream and circulated throughout the body. Any pollution or impurities have a telling effect on the general appearance and vitality.

Always sleep with your bedroom window open, except in foggy or stormy weather. This is an important point for town dwellers to remember. The dust particles which so

freely circulate in the day time subside when the run of daily life is hushed. The air once more becomes clean and fresh. If you are able to inhale this pure air during the night your lungs will expel impurities and you will wake refreshed and with a clear head.

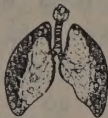
The lack of oxygen or the presence of dust can do untold harm to your lungs, and if your lungs are not healthy your whole body suffers in consequence. Do not neglect any suggestion of lung ailments or weaknesses. Beechams Lung Syrup is a safe and reliable remedy for all lung, chest and throat troubles.

The Tale Of A Neglected COUGH

LUNGS

Are STRAINED!

Continued Coughing causes Lungs to lose their elasticity. No Lungs can stand up to this buffeting for long before the tiny blood and air cells are seriously damaged. Your lungs are your life! Beechams Lung Syrup will save you by keeping your lungs healthy.



THROAT

Is INFLAMED!

Five minutes is too long to go on coughing if your throat is tickling. That tickle means a patch of inflammation—*Infection*—which coughing cannot cure. But Beechams Lung Syrup will soothe away the irritation and you'll find immediate relief.



HEART

Is OVERWORKED!

Persistent Coughing drives up the blood pressure, and makes your heart work harder. Rather than run into life-long trouble—*take* Beechams Lung Syrup which will comfort and strengthen you.



YOU CAN TRUST

1/3 & 2/6
per bottle

Beechams
BRAND

**LUNG
SYRUP**

GENERAL MEDICAL HINTS

Abrasion.—Removal of skin by friction or violence. May result in septic poisoning. Cleanse exposed part. Germolene is an effective antiseptic.

Boils.—Apply a piece of plain lint soaked in carbolic lotion. This will help to soften the core, and will prevent fresh boils forming in the same spot. Hot boracic lint will also help to draw a boil.

Bruises.—Apply cold water bandages, changing them frequently. If the skin is broken, wash the part and apply moist boracic lint.

Burns.—For slight burns apply soap or spirit or run tepid water over the burned

part. The great thing is to exclude air from the affected part.

Cold Feet.—Never warm them before a fire. Immersion in cold water with vigorous chafing after drying on a rough towel is a corrective. Never go to bed with cold feet.

Constipation.—Is an unnatural condition and should be prevented rather than cured. Regular habits are advised, and daily exercise should be taken. Cultivate the habit of opening the bowels at the same time every day. Pay attention to diet and take a course of Beechams Pills.

Diarrhoea.—Generally due to the presence of irritating matter in the intestinal canal,

which should be cleared by an effective aperient as the removal of the cause is most important. Beechams Pills are eminently suitable for this purpose.

Dizziness.—Gastric disturbance is usually the cause. The action of the bowels should receive special attention.

Eye, Dust or Grit in—Roll up a piece of soft blotting paper like a pipelighter and moisten the end to remove the irritating foreign body.

Fainting.—Loosen the clothing round the throat, and sprinkle the face and hands of the patient (who should be in a lying-down position with the head resting lower than the body) with cold water. Apply strong smelling salts to the nostrils, and should the patient be

capable of swallowing a little sal volatile or brandy, it may be administered. Let the patient have plenty of fresh air.

Headache.—See page 14.

Indigestion.—Frequently caused by a lack of natural digestive juices. Lactopeptine is an excellent remedy because it contains the natural secretions in their correct proportions.

Influenza and Colds.—At the first sign of a cold or chill take a Beechams Powder with a hot drink, and if possible stay in bed for a day or two. Beechams Powders will speedily overcome an attack of influenza, and during an epidemic will ward off infection.

Insect Bites.—These cause pain through acid being injected into the skin by the insect.

The sting, if left in the skin, should be squeezed out and a dilute solution of ammonia or other alkali applied. To prevent insect bites, oil of spike lavender should be smeared on the exposed parts.

Lumbago.—Local treatment in the form of warm baths and massage with olive oil, camphor liniment and turpentine is advised. Beechams Powders bring rapid relief.

Neuralgia.—Causes severe pains in the nerves of the face and head. If very severe, hot fomentations will bring relief, while Beechams Powders will be found invaluable in all cases.

Scalds.—The treatment is similar to that for burns. As an alternative apply tannic acid in the form of a solution or jelly which is

obtainable from any Chemist. Bandage to keep out the air.

Sprains.—Cold water bandages should be applied immediately, or the affected part held under the tap. Gentle massage helps to prevent stiffness.

Stye.—A pimple on one of the eyelids. Apply a hot fomentation and take great care not to injure the eye. This will usually give relief by bringing the suppuration to a head. An aperient may help matters, with tonic treatment to follow.

Warts.—Smear the skin round the wart with vaseline, leaving the head of the wart clear. Apply glacial acetic acid, using the end of a matchstick, taking care not to touch the unprotected skin.

Digests Like Nature Digests



WHATEVER your digestive weakness or failing may be, LACTOPEPTINE *must* bring you relief because it contains the very ingredients Nature herself uses in the human stomach! It is the COMPLETE DIGESTIVE REMEDY which DIGESTS YOUR FOOD FOR YOU! Don't endure any longer the martyrdom of Heartburn, Flatulence, Acidity or After-eating Pains—start taking LACTOPEPTINE *to-day!*

LACTOPEPTINE

THE POSITIVE REMEDY FOR INDIGESTION

1/3 & 3/- per bottle.

In three forms: Tablets, Powder and Elixir. All Chemists & Stores

NATIONAL FITNESS

WE have drawn your attention in this booklet to various physical exercises, sports and pastimes designed to improve your individual standard of fitness. Finally we should like to emphasize that physical vitality is only a part of general bodily health and that many other factors enter into complete mental and physical happiness and well-being. In order to achieve the ideal of national fitness it is essential to realise that 90% of everyday ills is due to Constipation—to overcome which you cannot do better than take a course of BEECHAMS PILLS, the foremost national family medicine.

BEECHAMS PILLS have been before the public for over ninety years, during which time the formula has remained unchanged—the product which is prepared under the supervision of qualified chemists having been examined by that well-known authority, Mr. Herbert Skinner, Chief of the Pharmacy Department of the Royal Northern Hospital, London, and a past President of the Pharmaceutical Society of Great Britain—see Certificate opposite.

GET FIT : : KEEP FIT

The Pharmacy Department,
Royal Northern Hospital,
Holloway Road,
London, N.7,
April, 1937.

This is to Certify that I have examined the
formula of **Beechams Pills**
and the processes of manufacture of this handy home medicine.

I have satisfied myself that the ingredients represent
a safe, pure and efficacious prescription—samples being tested
daily in the Laboratories by qualified chemists.

In addition, the processes of manufacture are carried out
in a modern model factory under perfect hygienic conditions.

(Signed) **HERBERT SKINNER, Ph.C.**

Pharmaceutical and Analytical Chemist to
the Royal Northern Hospital.

TAKE BEECHAMS PILLS

*Keep fit
and healthy*



Take

BEECHAMS

WORTH A GUINEA
A BOX

BRAND
PILLS

